THE
WONDERFULLY FERTILE

NOVATO FARM LANDS

5, 10, 20, 30 and 40
Acre Farms

Novato Station
MARIN COUNTY
CALIFORNIA

90 Minutes from San Francisco

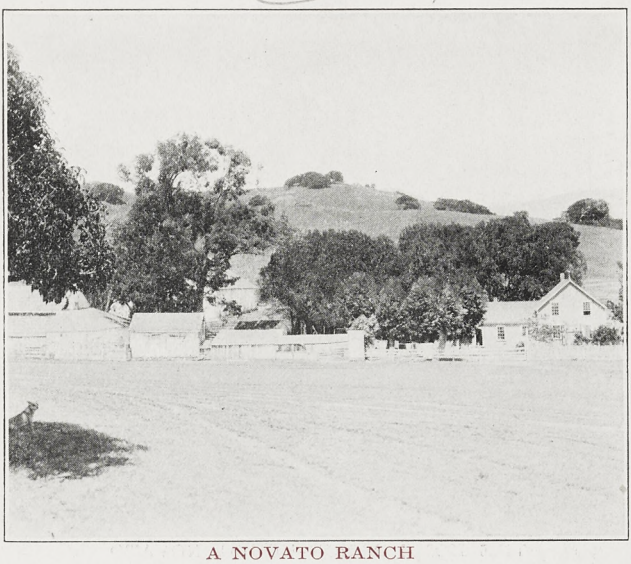
J. P. MASSIE CO.

601-602 UNION TRUST BUILDING
14 MONTGOMERY STREET
SAN FRANCISCO, CALIFORNIA

RAILWAY STATION AT NOVATO

¶ You can own a farm at Novato with a comfortable bu
a thrifty vegetable garden, chickens, horses, and cov
¶ A whole valley prepared for your habitation at Novata
¶ Five acres at Novato means independence.
¶ Tract lies within a few minutes' walk of the station.
¶ Every acre can be made to produce from $200 to $50
¶ You can buy a farm with an orchard or vineyard in fu
¶ Purchase unimproved land — virgin soil.
¶ All kinds of fruits and vegetables thrive here and yield
¶ Vigorous crops now growing on the land prove these s
¶ The soil is rich, deep and easily tilled.
¶ The farms are mostly level bottom land, and there is a
¶ The hillsides yield excellent grazing, and are especially
¶ The climate is temperate and delightful throughout the
¶ The average yearly rainfall is 37 inches.
¶ There is abundent water for irrigation at a depth of te
¶ The conditions are perfect for poultry raising.
¶ Farms range in size from 5 up to 40 acres.
¶ Here are ideal summer home sites for business men.
¶ It is a childrens paradise, where health, beauty and ple
¶ The San Francisco markets are near at hand with a fr
¶ Novato productions always command the highest mark
¶ The price for land is the lowest in California — produ

73 Not in Roy #759



A NOVATO RANCH

le bungalow, an orchard close by, a vineyard on the hillside
l cows. A farm like this will yield you a comfortable living.
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$500 per year.
in full bearing, or

yield a steady income.
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e is also some desirable hillside acreage.
cially adapted for orchards and vineyards.
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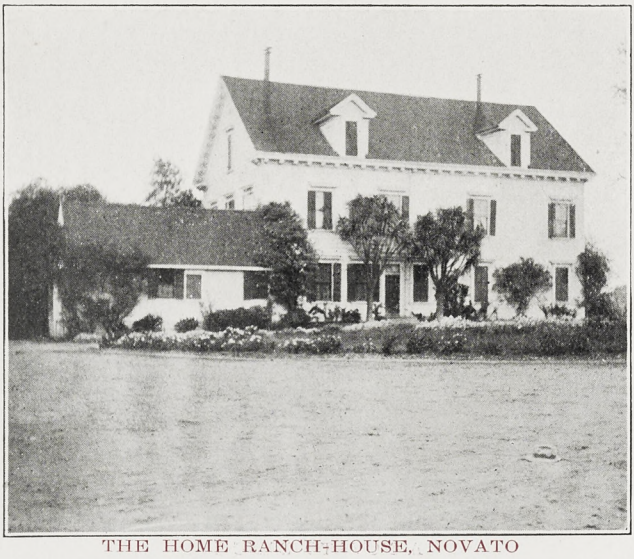
d pleasure abound, with perfect educational facilities near by.
a freight rate of 80 cents a ton.
market prices, because the best.
productiveness, location and climate considered.



THE HOME RANCH-HOUSE, NOVATO

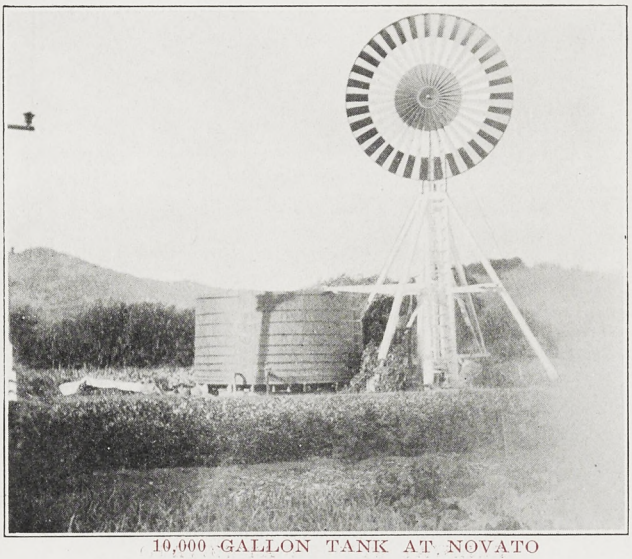
You, who have dreamed for years of owning a farm; of the tranquil delights of country life; of the freedom of the wide, green spaces, far from the dust and noise of crowded city streets.

COME TO NOVATO, the land of orchards and gardens; of sunny skies and soft, clear, balmy air; the land of promise and of fulfillment; the choicest spot of all the wide domain of California.

COME TO NOVATO, where it is never too hot and never too cold for perfect comfort; where you can work out of doors in your shirt sleeves every day in the year; where the soil yields the biggest returns for the least labor; where nature is lavish and the market sure and near.

COME TO NOVATO. Join the contented dwellers in this favored valley. Secure your share in the wonderful enhancement of value which the settlement of this land, now for the first time offered in small tracts, cannot fail to create.

COME TO NOVATO, where you can enjoy magnificent valley and bay views, which from the surrounding hills, are equaled only by the views from Mt. Tamalpais and Mt. Diablo.



10,000 GALLON TANK AT NOVATO

HISTORY

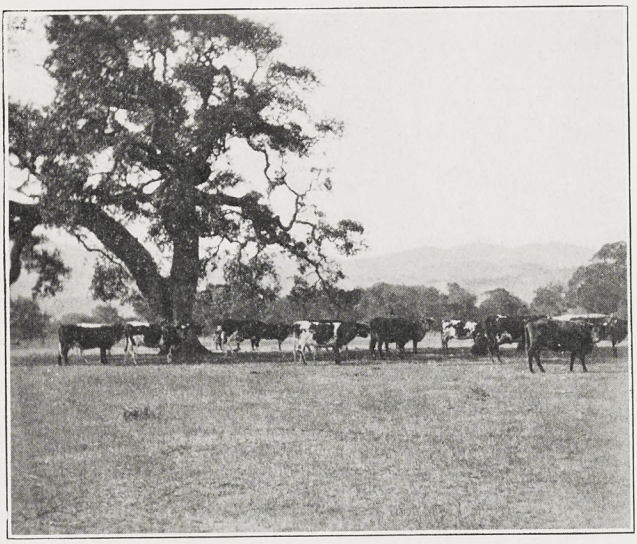
The marvelous fertility and genial climate of that beautiful valley, which is now known as Novato, was fully recognized long before the Spaniards had founded their chain of Missions along the coast of California.

In those old days before the Spaniard came, the mild and peaceful native Indians under old Novato, the chief from whom the valley takes its name, knew it for a garden spot where nature lavished her gifts with generous hand, and here they dwelt in contentment, gaining their livelihood with little labor in this land of abundance.

Later the valley of Novato was bestowed by the Spanish sovereign as a grant to one of his favored subjects, and this vast tract, the choicest land in all the great bay region, was covered by countless herds, whose owner lived in the open-handed hospitable Spanish way, lord of unnumbered acres.

Near by, the Mission Fathers, knowing the soft and balmy climate of this region, founded a Mission in 1817, and established the first health resort in California, sending their sick to recover in this marvelously beneficial climate.

After the Indian and the Spaniard, came the American and he too, saw at once the great fertility of the valley, and knew, far better than his predecessors, the potential value of this rich land. De Long, the original American owner of this now famous ranch was a shrewd



NOVATO DAIRY CATTLE

and intelligent business man, who knew California thoroughly in the early days when he could pick and choose from all the vast range of this great, new state.

He knew the many advantages of this location and immediately embraced his opportunity to acquire this principality of broad, virgin acres.

He knew that these beautiful hills afforded a never-failing supply of succulent grasses for his dairy interests, besides encircling and cutting off from the valley the wind and fog which are a detriment to fruits and delicate vegetables. He knew, further, that these same verdant hills were a never failing reservoir or catch-basin for the rainfall, which would be gradually distributed by percolation to the beautiful and fruitful valley lands below; and he saw from the growth of fine timber upon their slopes that they would naturally be adapted to the growth of orchards and vines, a foresight which results have amply justified.

OPPORTUNITY

This was De Long's opportunity, which, being grasped, resulted in great wealth. Today the opportunity is yours. Compare conditions now with those which existed at that early time, when population was far less, and yet this enormous tract was handled with great profit. Today, with San Francisco a city of half a million population, only twenty-six miles distant, this fertile land will yield, under intensive cultivation, profits undreamed of by the

NOVATO CREEK

former owners, and impossible under their wholesale methods.

Does not De Long's foresight suggest something for you to think about? Does not Novato offer to you the way to health, happiness and a snug fortune? Consider the situation.

The opportunities for a home within 30 miles of San Francisco are almost reduced to fifty-foot lots, yet we are offering you acreage at less price and in far better surroundings. What do you suppose values will be a year hence, when this fine valley is settled with five-acre homes under intensive cultivation?

If you do not know about these things; if you are not posted on real estate values, visit Fruitvale, San Leandro, Redwood City or any of the beautiful suburbs; learn what property is selling for, and then compare it with the five-acre farms of Novato. Put it to the test of hard facts.

Again, do you realize how rapidly a home of this kind pays for itself? $200 per acre per annum is a reasonable profit to expect from almost any crop which you plant in this rich soil. $200 is 10% on $2,000 or 5% on $4,000, and this is the banker's and business man's method of estimating value—income earning capacity. Many crops will yield much more than this estimate. Any of the berries, or asparagus, onions, celery, will almost double the amount. Supplement this with your wage or salary and add to it the economy of your home costs and the advantage of owning one of these five acre farms will be plain.

CLIMATE

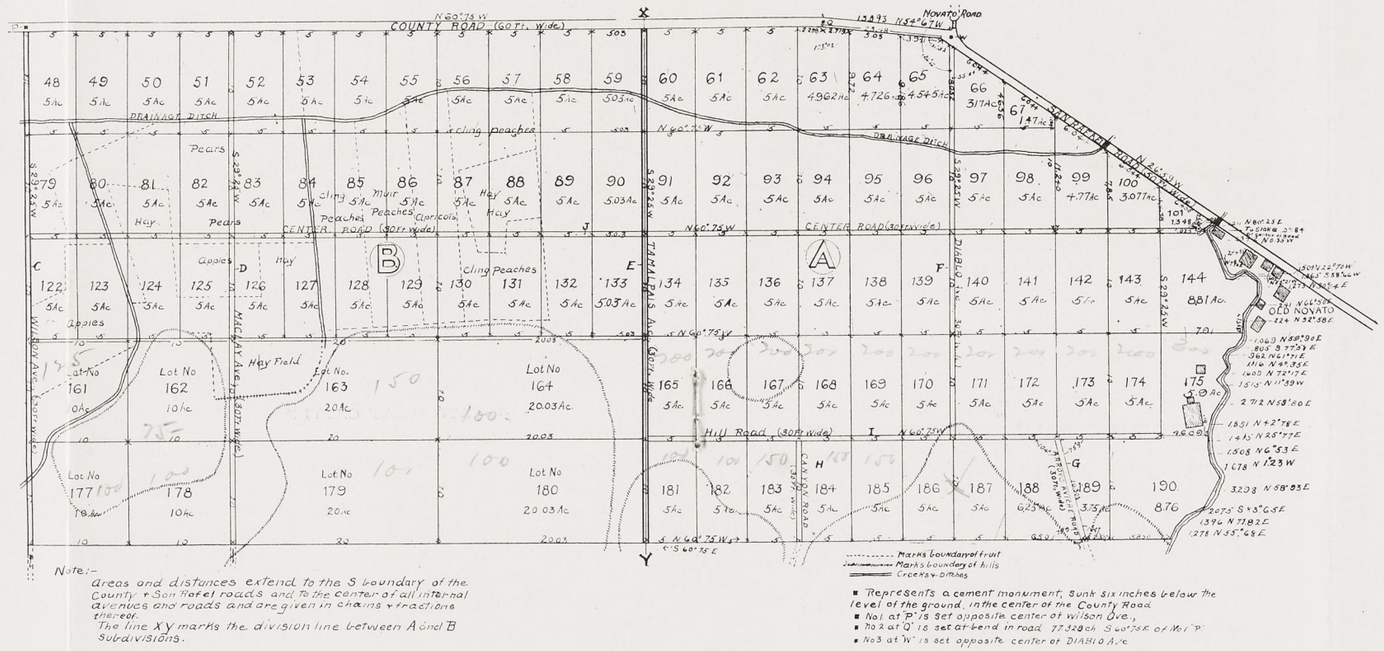
It is impossible to say too much for the climate of this hill-girt, protected valley. Let the winds blow ever so hard over San Francisco and the fog roll in like rain, you will find Novato reveling in the soft, balmy weather of springtime. There are no fogs nor high winds at Novato; they are shut out from the valley by the guardian hills. No killing frost is ever known, nor any extreme heat. The mosquito is conspicuous by his absence and the trees flourish in freedom from insect pests.

WATER

Flowing cold and pure from innumerable springs, the best of water in abundance, is easily available and may be maintained economically—a constant supply every day in the year and for all time.

SOIL

Rich, alluvial soil, smooth, deep and level; drained and subdrained, allowing the roots of the trees and vines to strike downward to perpetual moisture, unobstructed by any trace of hardpan, and free from alkili or any other objectionable feature. This soil has been deposited by erosion and natural disintegration from the surrounding hills; a source of permanent fertilization.



MAP OF SUBDIVISIONS A AND B

FACTS ABOUT CROPS

There is no off-season at Novato. Every day in the year is a growing day. No drought, no frost, no extremes of heat or cold occur to check the marvellous fecundity of the soil. By judicious rotation of crops no foot of land need ever remain idle. The season is always right for some crop; and by planting a crop adapted to the season, as soon as the previous crop is harvested, the generous soil will constantly produce.

There is no vegetable suitable to the temperate zone which will not grow to perfection at Novato. There is not sufficient space to enumerate them here, but some of the most profitable are asparagus, celery, lettuce, onions, cabbage, artichokes, tomatoes, potatoes and egg plant.

All berries bear profusely and, of the finest quality, bringing good prices in the city market. Blackberries, strawberries, raspberries, currants and gooseberries thrive wonderfully.

All kinds of deciduous fruits find this their ideal home—apples that rival the famous fruit of Oregon—cherries such as never grew in the East; big, luscious, sound—peaches, pears, apricots, prunes, plums, nectarines, each more delicious than the average man has tasted. Oranges and lemons, too, bear fruit in Novato,

PANORAMIC VIEW OF NOVATO RANCH

FRUIT TREES AT NOVATO

not in marketable quantities, but serving to prove the mild climatic conditions which exist.

Grapes of many varieties, wine and table, especially fine flavored wine grapes, grow to perfection at Novato, as is abundantly proved by the high prices, and the fact that the demand for these choice grapes far exceeds the supply.

English walnuts and Italian chestnuts are very profitable and easy to handle; a sure crop which may always be held for top prices.

Dairying has been one of the chief industries of Novato for many years, and conditions for this business could not be better. There is no sickness among the cattle and the wide range of fine feed and good water offers the most healthful conditions. Marin county is famous for its dairy products. 1,100 cows are now milked daily on the ranch and records are open to investigation as to the quality and quantity of the milk. Market facilities for dairy products, milk, cream, butter and cheese are unsurpassed. The hill lands offer a splendid range, perfectly adapted for grazing, well supplied with springs and streams and with beautiful shade and shelter for the stock.

No locality in the entire United States is so well suited to poultry raising as Novato. All the conditions which poultry demand are here. Warm, fog-and-wind-protected valley; gravel soil which drys quickly on the surface; good water and plenty of it; food supply easily raised. A constant, nearby market where prices are always good, completes the desirable features of Novato as a poultry raising center.

Bees produce every day in the year, having unlimited range and countless myriads of blossoms from which to draw.

A NOVATO HOME

Hogs pay well. The price is always good and the cost, if they are fed on the waste fruits and vegetables, is merely nominal.

FREIGHT RATES AND FACILITIES

It is possible to transport freight from Novato to San Francisco by rail or steamboat. Formerly the boats used to run up Novato Creek to the very boundary of the home ranch. Because of this water competition, railway rates have always been low and are today but 80 cents per ton to San Francisco. When these lands are well settled, it will be a matter of but small expense to dredge the creek and open up water transportation as of old.

POWER

The Bay Counties Electric Light and Power Company, whose wires pass the ranch, can be counted on to furnish electric lights and power for pumps and other purposes at reasonable cost.

TELEPHONE

The telephone is already installed on the home ranch and can be made easily available for all settlers.

RECREATION

Novato Ranch supplies all the popular out-of-door recreations within its own boundaries. Hunting (deer, quail, rabbits); fishing, (trout); boating, bathing, riding and driving, golf, tennis; all these may be enjoyed in this principality which is now open to all. The panoramic view from the surrounding hills is equaled only by that from Tamalpais or Diablo.

VINEYARD OF WINE GRAPES, NOVATO

EDUCATIONAL AND RELIGIOUS OPPORTUNITIES

The graded school at Novato is excellent; and at San Rafael, only fifteen minutes' ride by train, is a high school of exceptional merit, while at San Francisco, but 90 minutes' ride, are some of the finest technical schools in the Union. Churches of nearly every denomination may be found either at Novato or San Rafael.

PRICES AND TERMS

The price of valley lands ranges from $100 to $300 per acre, according to location. Foothill property is priced at from $50 to $100 per acre. Large tracts of hill land for dairying purposes, $25 per acre upward. Terms, 25% down—balance in semi-annual or annual payments.

For more detailed information write for Booklet B.

J. P. MASSIE CO.

601-602 Union Trust Building

14 MONTGOMERY STREET

San Francisco - - California

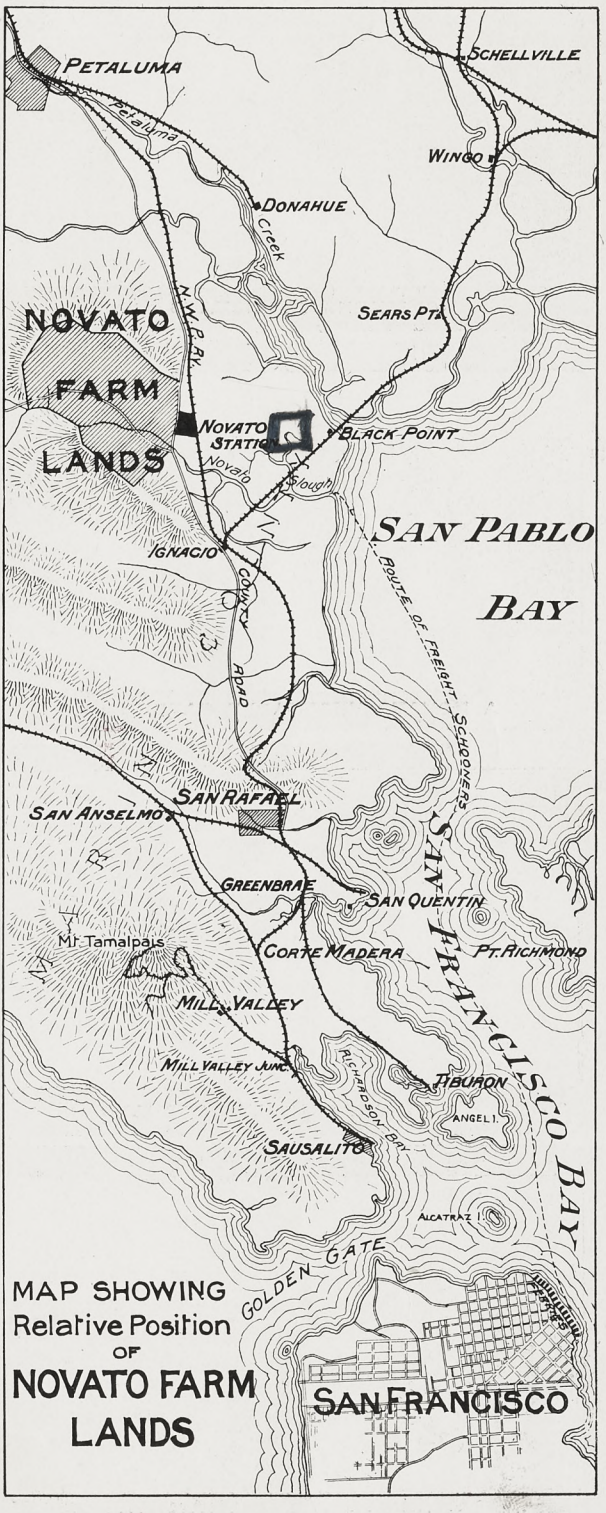
NOVATO RANCH SALES CO.

143 HANSFORD BLDG.

268 MARKET ST.

SAN FRANCISCO, - CAL.

THE WORK OF WHEELER ALEXANDER COMPANY



MAP SHOWING
Relative Position
OF
NOVATO FARM
LANDS

CHICKENS AT NOVATO

A NOVATO VEGETABLE GARDEN

A THRIFTY NOVATO ORCHARD

YOUNG VINEYARD AT NOVATO